



Seasonality in tourism: A review of seasonality of hotel accommodation in New Zealand

Stephan Weidner

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Seminar paper from the year 2006 in the subject Tourism, grade: 1,7, Stralsund University of Applied Sciences (FB Wirtschaft), course: Revenue Management, 9 entries in the bibliography, language: English, abstract: This paper outlines the main facts about the topic “seasonality” in general with special consideration given to the hotel industry of New Zealand. The aim of this article is to recognise and understand the patterns of seasonality in this industry. For a better understanding the term “seasonality” and the different ways of measuring it are briefly described. Particular attention is paid to the definition of the relevant data sets and the capacity effect. The findings are based on reliable statistical data taken from a specialised institution in New Zealand.



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